LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-3002 – Ad Title '75 INTRO – Req. No. 97144 – B&W – 8½ x 11 – Tobacco Trade – 75 (B)
Printed in U.S.A.

Nearly two out of every three additional cigarette sales you made last year were Philip Morris brands.

Here's the Score for '74:

Gains In Domestic Cigarette Consumption Over 1973

Total Industry	**+17.45** billion
Philip Morris USA	**+11.32** billion
Rest of Industry	**+ 6.13** billion

Growth like this means extra sales and profits for every tobacco distributor whose order keeps pace with Philip Morris market gains.

The Profit Makers come from
Philip Morris USA

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Source: https://www.industrydocuments.ucsf.edu/docs/yxhx0000
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